

FIG. 1

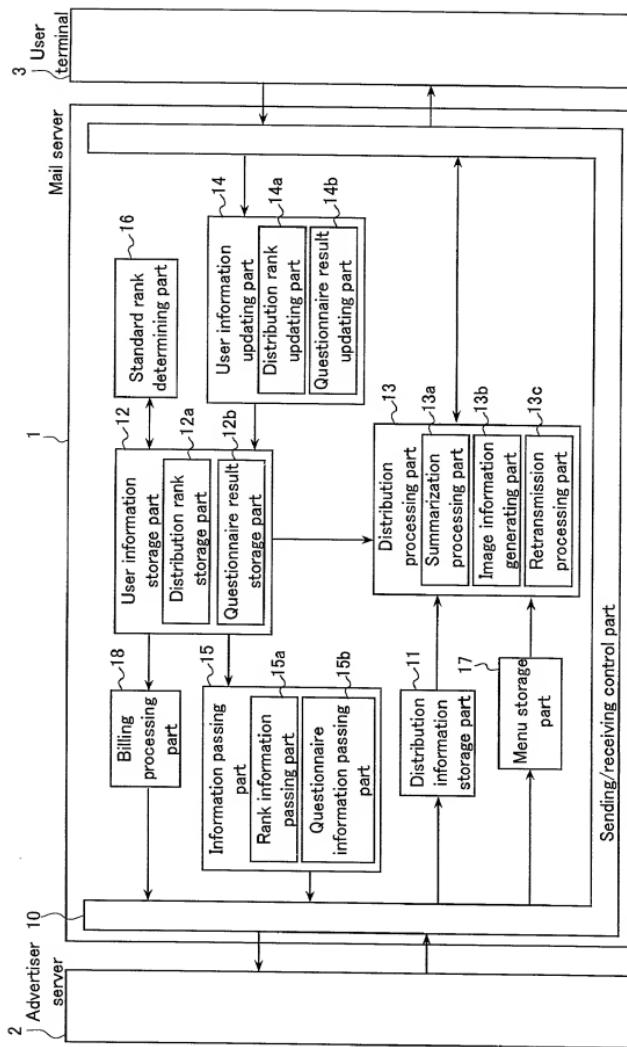


FIG. 2

User	Sender's address	Rank
x x x x	SHOP@NET	C
	MALL@NET	D
△△△△	SHOP@NET	D
	HOBBY@NET	A
	NEWS@NET	B

FIG. 3

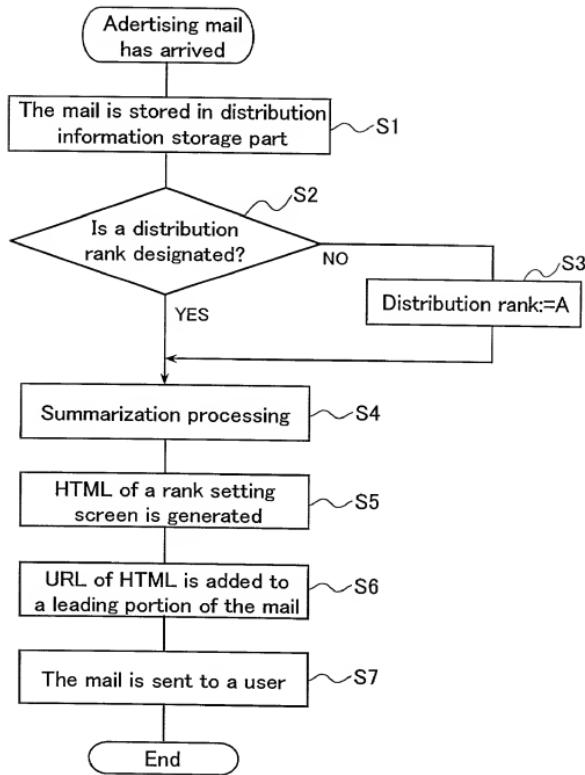


FIG. 4

FIG. 5A

☆★☆★☆★☆★☆★SHOP NET News January 2001☆★☆★☆★☆★☆★

◆Advertisement◆.....

☆xxx The number of members topped 50,000 xxxxxxxx

☆xx

☆xxx Why don't you join us? xxxxxxxx

☆ <http://aaa.com/Start.htm>

■SHOP NET Hot News

- Let's go to Hawaii by xxx!

SHOP NET has a tie-up with XXX Corp. dedicated to outdoor goods to give you a nice present (special limited-time offer).

During the campaign, two people among those who give a correct answer can go to Hawaii by lottery

For more information <http://aaa.com/News.htm>

■Latest Contents Information

- Mini-features [WebXX]

Recently, the scope of contents is being remarkably broadened, [WebXX] site.

Particularly, filled with interviews with people of interest, people and things most talked about. We will introduce some of them to you.

For more information <http://aaa.com/Special.htm>

FIG. 5B

☆★☆★☆★☆★☆★SHOP NET News January 2001☆★☆★☆★☆★☆★

◆Advertisement◆.....

☆xxx The number of members topped 50,000 xxxxxxxx

■SHOP NET Hot News

- Let's go to Hawaii by xxx!

■Latest Contents Information

- Mini-features [WebXX]

FIG. 5C

■■ SHOP NET News January 2001 ■■

(Advertisement) Why don't you join us? xxx <http://aaa.com/Start.htm>

<1> SHOP NET Hot News Let's go to Hawaii by xxx!

• Two people can go to Hawaii by lottery <http://aaa.com/News.htm>

<2> Latest Contents Information Mini-features [WebXX]

• [WebXX] site with broaden contents Filled with topics

For more information <http://aaa.com/Special.htm>

33 rank·ok sum

■■ SHOP NET News January 2001 ■■
 (Advertisement) Why don't you join us? xxx <http://aaa.com/Start.htm>

31 <1> SHOP NET Hot News Let's go to Hawaii by xxx!
 · Two people can go to Hawaii by lottery <http://aaa.com/News.htm>

<2> Latest Contents Information Mini-features [WebXX]
 · [WebXX] site with broaden contents Filled with topics

For more information <http://aaa.com/Special.htm>

34 rank·ok org

☆☆☆☆☆☆☆☆☆☆SHOP NET News January 2001☆☆☆☆☆☆☆☆☆☆

◆Advertisement◆

☆xxx The number of members topped 50,000 xxxxxxxx
 ☆xx
 ☆xxx Why don't you join us? xxxxxxx
 ☆ <http://aaa.com/Start.htm>

■SHOP NET Hot News
 · Let's go to Hawaii by xxx!
 SHOP NET has a tie-up with XXX Corp. dedicated to outdoor goods to give you a nice present (special limited-time offer). During the campaign, two people among those who give a correct answer can go to Hawaii by lottery
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FIG. 6

4

Sender : SHOP@NET		User : xxxx	
◇Rank setting/alteration			
41	C		
42	◇Please tell me the reasons why you changed a rank		
43	Because I became less interested in goods after purchase		▽
◇Input column for comments			
44	J-POP information is good		△
45	Determination		

FIG. 7

Reason ID	Display contents
R1	Because I became less interested in goods after purchase.
R2	Becasue the amount of information is too large
R3	Because the frequency of mail transmission is too high
R4	For collecting information of goods
R5	Becasue there is an interesting article

FIG. 8

Reason ID	Display contents
C1	Price information of personal computers
C2	Function information of personal computers
C3	Price information of software
C4	Function information of business software
C5	Function information of hobby software

FIG. 9

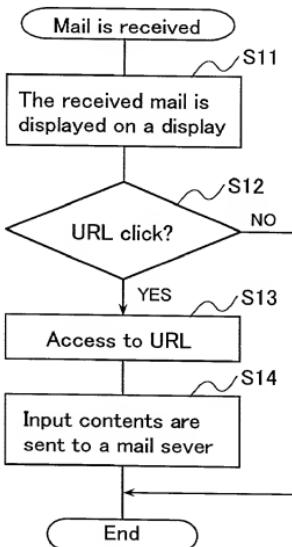


FIG. 10

4

50 Sender : SHOP@NET
Subject name: SHOP@NET Information October 2 version
Distribution rank: A(Entire text/Immediately)
Main body : << Setting/alteration of a rank
→ <http://rank-ok.com/aq942.htm>>>
Hello, xxx. The current SHOP@NET
Information is filled with OO
52

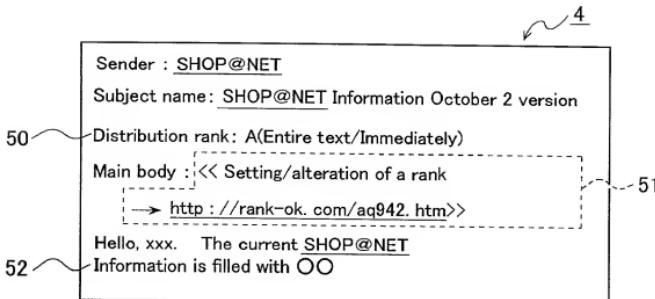


FIG. 11

4

51 Sender : rank-ok@NET
Subject name: C rank mail
Main body : << Setting of a rank/retransmission
of an original
→ <http://rank-ok.com/sel942.cgi>>>
Sender 1: Subject name × × × × ×
(Abstract) × × × × × × × × × × ×
Sender 2: Subject name × × × × ×
(Abstract) × × × × × × × × × ×

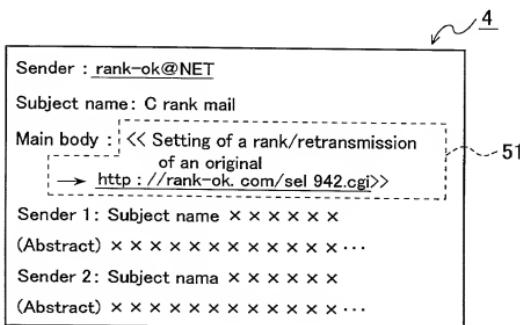


FIG. 12

4

Mr./Ms. xxx		
Please select alteration of a rank or of retransmission of an original		
	Rank	Original
Sender 1: Subject name xxxxxx	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sender 2: Subject name xxxxxx	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sender 3: Subject name xxxxxx	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Sender 4: Subject name xxxxxx	<input type="checkbox"/>	<input type="checkbox"/>
61		
62 Determination		

FIG. 13

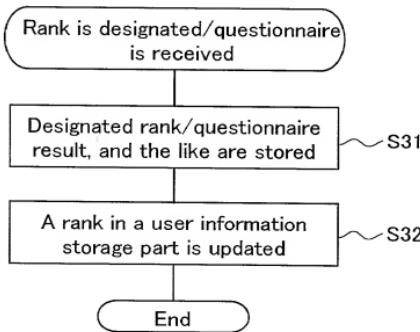


FIG. 14

Sender	User	Rank	Answer to a questionnaire	Comment
SHOP@NET	xxxxx	C	R1	J-POP information is good
	△△△△	D	R2	

FIG. 15